



Sun Up Skin: Delray Beach

Holistic Spa & Healing Arts Collective

Launch Date: September 2025

August 1 -25 Space set up

August 26th Soft opening

September 1 - Opening day

Executive Summary

Sun Up Skin is an integrative facial spa and wellness studio expanding into Delray Beach, FL, with a vision to serve as a sanctuary for healing, rest, and community connection. Building on the success of our Austin location, the Delray studio will offer holistic skincare, massage, sound healing, yoga, and culturally inclusive wellness events. Located in the heart of *The Set*, our new location will double as a healing arts collective, partnering with diverse practitioners and prioritizing accessibility and inclusion. We are committed to creating economic opportunity and restorative space in this culturally rich neighborhood.

Mission Statement

To support radiant skin and whole-body wellness through trauma-informed, culturally competent care — creating safe, beautiful spaces for individuals to rest, heal, and reconnect with themselves and their communities.

Vision Statement

To become a leading wellness collective rooted in cultural inclusivity, healing justice, and nervous system restoration — where integrative skincare and holistic therapies are accessible, community-powered, and soulfully delivered.

Market Analysis

Industry Trends:

The U.S. wellness market is projected to reach \$7 trillion by 2025, with a growing consumer shift toward integrative and preventative care. Skincare remains a leading sector, while demand for emotional wellness, somatic healing, and inclusive community spaces is accelerating — especially among women of color, LGBTQ+ clients, and conscious consumers.

Local Landscape:

Delray Beach is home to both luxury wellness seekers and underserved residents in *The Set*. The city's redevelopment efforts present a unique opportunity to create meaningful, community-rooted businesses that bridge cultural wellness gaps. There is currently a lack of spas offering both advanced skin treatments and community-based healing rooted in cultural competence and inclusivity.

Competitive Edge:

Unlike med spas or traditional yoga studios, Sun Up Skin is niche, inclusive, and deeply personalized — combining results-driven skincare with grounded, soulful wellness in a boutique setting.

Target Audience

Primary Audiences:

- Women (ages 28–55) seeking natural, holistic skincare and emotional wellness
- BIPOC and LGBTQ+ community members looking for culturally affirming healing spaces
- Wellness-conscious tourists visiting Delray Beach
- Local residents of *The Set* seeking safe, affordable access to healing and wellness

Psychographics:

- **Health-literate and wellness-invested**
 - **Burnout-prone professionals or parents seeking nervous system support**
 - **Consumers seeking graceful aging support**
 - **Curious, spiritual, and community-minded**
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Services Offered

- **Holistic Facials & Corrective Skincare (Microneedling, Lymphatic Drainage)**
 - **Bodywork (Restorative Massage, Prenatal, Lymphatic Drainage)**
 - **Sound Baths & Nervous System Healing Events**
 - **Group Yoga & Breathwork Classes**
 - **Culturally Rooted Healing Circles & Workshops**
 - **Holistic Retail Boutique (clean skincare, body care, herbal teas)**
 - **Community Apothecary (custom tinctures, refillable blends)**
 - **Teen and Family Wellness Days**
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Unique Selling Proposition (USP)

Sun Up Skin is a restorative alternative to clinical med spas and trend-driven beauty. We integrate high-performance skin therapy with ancient healing modalities, creating a deeply nurturing experience that begins with the nervous system. Our space feels like a sanctuary — aesthetically elevated yet emotionally grounding. Our team is culturally competent, trauma-informed, and passionate about real connection and holistic transformation.

Community Impact in The Set

- **Healing Justice:** Offering safe space for rest, reconnection, and emotional healing — especially for communities historically left out of the wellness industry.
 - **Economic Uplift:** Prioritizing hiring and partnering with local practitioners, creating job opportunities and vendor collaborations within *The Set*.
 - **Accessibility:** Providing sliding-scale sessions, free community classes, and youth programs to ensure wellness is a right, not a luxury.
 - **Neighborhood Revitalization:** Driving foot traffic and cultural relevance into a historic area with regenerative potential.
 - **Collaboration:** Intentionally working with local churches, schools, therapists, and small business owners to co-create community-rooted offerings.
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Revenue Model

- **Service Revenue:** Facials, massage, and holistic treatments.
- **Product Sales:** Organic skincare and lifestyle items from the boutique & apothecary
- **Membership Packages:** Monthly services and event access.
- **Event Fees:** Yoga, meditation, and sound healing workshops.
- **Promotions:** Bundled treatments and seasonal offerings.

Marketing and Sales Strategy

- **Social Media:** Showcasing treatments, client stories, and events on Instagram and TikTok.
 - Instagram: [@sun_up_skin](#)
 - Tiktok: [@sunupskin](#)
- **Local Collaborations:** Partnering with wellness practitioners and vendors for events and promotions.
- **Community Engagement:** Hosting free workshops and open houses to introduce our services.
- **Email Marketing:** Promoting services, product launches, and offers to subscribers.
- **Referral Program:** Providing discounts for client referrals.

Operations Plan

- **Location:** 98 NW 5th Ave, Delray Beach, FL with 1 treatment rooms, holistic retail, and modular movement space.

- **Staffing:** Licensed estheticians, massage therapists, and healing practitioners.
- **Suppliers:** Organic skincare and eco-friendly products, including Everyday Oil, Live Botanical, Maya Chia, Higherdose, Apoterra, Urb Apothecary, and Rishi Teas.
- **Technology:** Online booking, POS, and digital marketing tools via Square, Acuity, and Squarespace.
 - Website: sunupskin.com

Financial Plan

Year One Startup Costs (Delray Beach Location)

- Lease and utilities: **\$16,800**
- Equipment and Supplies: **\$11,195**
- Marketing and Launch Campaign: **\$1,350**
- Boutique Inventory: **\$4,000**
- Licensing and Insurance: **\$887**

Revenue Projections

- Year 1: \$125,000-135,000
- Year 2: \$185,000-195,000
- Year 3: \$200,000-215,000

Conclusion

Expanding Sun Up Skin to Delray Beach will bring holistic skincare and wellness to The Set, enriching the neighborhood with our eco-conscious approach, community engagement, and curated boutique. This addition will attract tourists and locals, supporting the cultural and economic growth of this historic district.